**Study Guide Review for Quiz 1.03**

***Understand social responsibility, ethics, and the external marketing environment.***

***15 Multiple Choice from the topics below:***

1. Be able to define, differentiate, and apply between the four forms of social responsibility:
	1. Economic, Legal, Ethical, & Philantrophical
2. Be able to define & differentiate between sustainability, social responsibility, ethics, morals, code of ethics
3. Be able to define, differentiate, and apply between the six factors involved in an external environmental scan:
	1. Social
	2. Economic
	3. Political & Legal
	4. Environmental
	5. Demographic
	6. Technological

***Short Answer/Essay***

1. Be able to outline preferences & from at least one of the four age groups referenced in the chapter. Your outline will need to provide concrete evidence of the ages, interests, and characteristics of the group selected. You should understand their income & spending habits; as well as, which businesses cater to this particular age group.
	1. Tweens, Generation Y, Generation X, & Baby Boomers
2. You will receive a case study about a company. You will need to be able to answer the following three questions
	1. **Describe the technological, social, and political forces acting on \_\_\_\_\_\_\_\_\_\_ industry.**
		1. Knowing the industry in advance is not important. Being able to explain technological, social, & political forces is.
	2. **Do you think the company’s CEO displays adequate concern for corporate responsibility? Explain.**
		1. Be able to explain the corporate responsibility pyramid (Economic, Legal, Ethical, & Philanthropic